

FAIRTRADE UNIVERSITY AND COLLEGE AWARD

Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
<i>Outline the action you would like to achieve</i>	<i>Fill in with specific details on the action.</i>	<i>How will you measure this action?</i>	<i>Is this action appropriate? How does it relate to your organisational strategy or the Fairtrade award?</i>	<i>Have you got the human and/or financial resources to complete it?</i>	<i>When will this action be completed? Will it be in time to count towards this year's Fairtrade award?</i>	<i>Who holds accountability for this action? Do they require support from anyone else?</i>	<i>Note down progress towards this action here.</i>
Publish a letter of commitment to Fairtrade.	Fairtrade Policy states that the Union is committed to Fairtrade and is signed off by the CEO and Vice Chancellor.	Published on the website	Mandatory criteria for award – MN003 in toolkit.		We have had this policy in place for a few years and is part of our policy management programme.	Student Activities Manager	Fairtrade Policy is revised every 2 years. Last reviewed December 2019

<p>Put on an engaging event during Fairtrade to allow students to try Fairtrade events.</p>	<p>Fairtrade Breakfast – send students a box of Fairtrade treats for them to enjoy and try new things. Then hold the Fairtrade Breakfast online with the Chairman of the Wycombe for Fair Trade Steering committee and run a quiz.</p>	<ul style="list-style-type: none"> - Number of staff/students attending events - Post-event feedback surveys 	<p>Mandatory criteria for award - MN004 in toolkit</p>	<p>A budget has been given to support this initiative.</p>	<p>Fairtrade Fortnight is 22nd February – 5th March 2021.</p>	<p>Jade Collis - Activities Coordinator (Volunteering and Charitable fundraiser)</p>	<p>Fairtrade breakfast happened on Friday 5th March.</p> <p>15 students received a box and 10 turned up to the virtual event.</p> <p>Feedback forms have been sent out to students in attendance.</p>
<p>Devise and deliver an innovative Fairtrade specific campaign</p>	<p>In partnership with students organise Smile Campaign 2020. This will be the week before Fairtrade Fortnight. The idea of this campaign is to</p>	<ul style="list-style-type: none"> - Number of students engaged - Insight into impact 	<p>Mandatory criteria for award - MN005 in toolkit</p>	<p>Budget has been allocated to purchase Fairtrade products.</p> <p>The Fairtrade ambassador has taken on the tasks of finding</p>	<p>Before Fairtrade Fortnight 2020</p>	<p>Jade Collis and Christina Demetrious (2019/2020 sabbatical officer)</p>	<p>30 students volunteered their time for this campaign</p> <p>Over 150 Fairtrade items were given out all with a</p>

	spread awareness of Fairtrade in the local community.			Facts for over 200 Fairtrade items.			Fairtrade Fact on. Positive feedback from students was received.
Continue to stock Fairtrade cotton clothing lines in all retail outlets.	<p>We currently sell Fairtrade items within our merchandise shop.</p> <p>To improve upon this action check sale status of these products.</p> <p>Create social media advertisement to drive attraction to these products.</p>	<p>- Number of lines stocked</p> <p>- Number of items sold</p>	Part of mandatory criteria MN006	Stocking Fairtrade items within our merchandise shop is something that has been done for many years now. It is realistic to assume that we will continue to stock only Fairtrade items and to see an improve upon sales once we return to campus.	Before toolkit deadline	Simon McDowell and Nellie Hughes.	

Continually increase Fairtrade certified products in retail and catering outlets	Increase number of lines or quantity sold of Fairtrade products in the following categories: <ul style="list-style-type: none"> - Cotton Clothing - Dry snacks 	<ul style="list-style-type: none"> - Number of lines stocked - Fairtrade gap analysis of categories - Value purchased (£) - Value sold (£) - Quantity purchased - Quantity sold 	Mandatory criteria MN006 requires continual improvement in this area		Ongoing year on year		.
Engage with preferred supplier to increase their Fairtrade or ethical offering	Work with print lab to ensure jumpers purchased for ambassadors are either Fairtrade or are ethical made.	<ul style="list-style-type: none"> - Increase in suppliers' Fairtrade offering 	Criteria PL007 (5 points)		Before Toolkit submission	Jade Collis	
Create a point of sale display for our Fairtrade products in our cafes.	POS to promote Fairtrade products	Check sales prior to pos and a month after. Compare is there has been an increase in Fairtrade	Criteria MN008		Before toolkit deadline	Catering Team and Comms Department	

		products due to this?					
Form a partnership with a local school or college.	Collaboratively work with a school or college on a Fairtrade campaign.	- Measure the impact the campaign had on both parties. (survey – how much knowledge did they learn from the campaign)	Criteria C1003		Before toolkit submission	Jade Collis	